Original Research Article

"The Influence of Fear of Missing Out (FOMO) as a Mediating Variable between Beauty Influencers and Brand Image on Purchase Intention for Wardah Products in Malang City"

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Abstract: The digital era has significantly transformed consumer behavior, particularly in the beauty industry. This study aims to analyze the mediating effect of Fear of Missing out (FOMO) between beauty influencers and brand image on purchase intention for Wardah skincare products in Malang. Using a quantitative approach and survey method, data were collected through structured questionnaires from 160 respondents selected using simple random sampling. The variables examined include beauty influencer attributes (trustworthiness, expertise, attractiveness), brand image dimensions (brand function, attitude, impression, trust), FOMO aspects (fear, anxiety, worry), and purchase intention (exploratory, transactional, preferential). The results indicate that beauty influencers significantly influence FOMO and brand image. FOMO serves as a mediator, strengthening the relationship between beauty influencers and brand image on purchase intention. FOMO as a mediating variable is the most influential finding because it strengthens the relationship between other variables (beauty influencer and brand image) to purchase intention. FOMO acts as a bridge that connects psychology-based marketing strategies with real results in the form of increased purchase intention. Positive brand image and emotional appeal created through influencers effectively enhance consumer willingness to purchase products. This study concludes that integrating consumer psychology-based strategies, such as leveraging FOMO and collaborating with influencers, can enhance the effectiveness of marketing campaigns. The practical implications of this study highlight the importance of optimizing influencer roles to foster consumer engagement and strengthen the brand image of local products like Wardah. These findings provide strategic insights for the beauty industry to develop more relevant marketing approaches that align with consumer needs in the digital age.

Keywords: Brand Image, Beauty Influencer, Fear of Missing Out (FOMO), Purchase Intention.

I. INTRODUCTION

The beauty industry, particularly the skincare product sector, has experienced rapid growth and intense competition in the era of digitalization. According to McKinsey (2022), the digital beauty sector continues to see an increasing market value, fueled by the rising number of internet users and the widespread use of digital platforms as marketing tools. Wardah, a prominent beauty brand known for its innovations in skincare products, has been significantly influenced by these trends. Therefore, Wardah must adopt various strategies to sustain its market position. As stated by Kotler and Keller (2016), remaining competitive requires marketing activities focused on understanding consumer behavior, fostering strong customer relationships, and ensuring satisfaction by delivering relevant and valuable solutions.
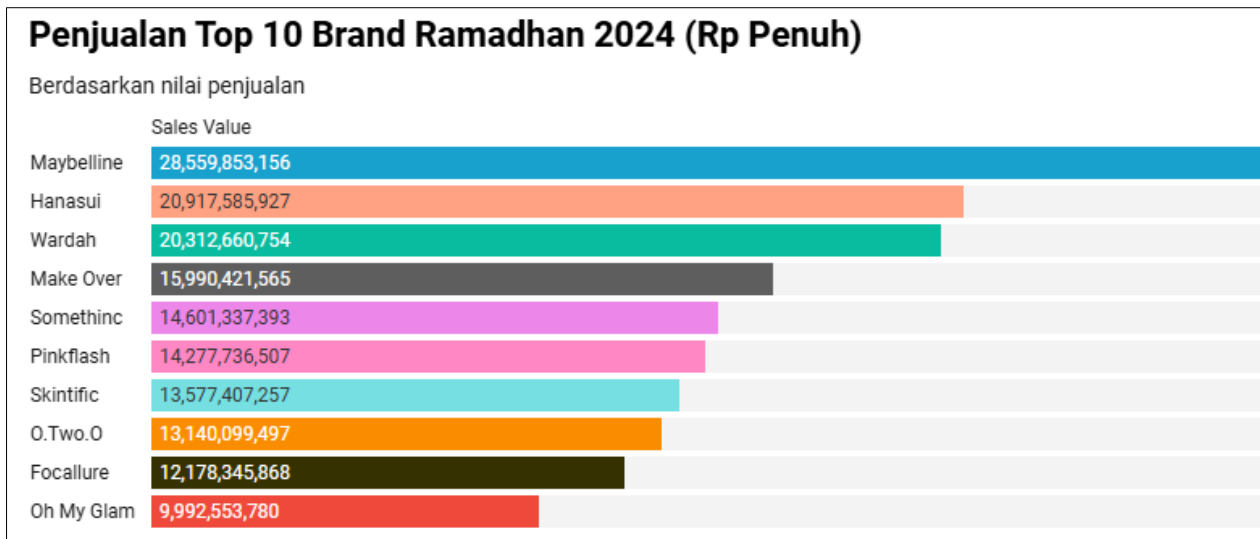
Figure 1.1: Comparison of Product Data with Competitors in Indonesia
Source: *CNBC Indonesia research (*https://www.cnbcindonesia.com*), accessed on December 1, 2024*

Based on the Top 10 Skincare Brand Sales Data during Ramadhan 2024, Wardah secured third place with total sales of IDR 20,312,660,754. This position places Wardah below Maybelline, which ranked first with sales of IDR 28,559,853,156, and Hanasui in second place with sales of IDR 20,917,585,927. Wardah's achievement reflects its strong competitiveness amidst intense competition with other brands, including Make Over and Somethinc, which ranked fourth and fifth, respectively.

One of Wardah's strategic steps is collaborating with Yasmin Napper and Amanda Rawles as brand ambassadors—public figures with significant influence among Indonesia's younger generation. According to Chetioui *et al*., (2020), beauty influencers play a crucial role in enhancing the brand image of beauty products in the eyes of consumers. Research by Lou and Yuan (2019) indicates that beauty influencers have a direct impact on consumers' purchase intentions. Additionally, Riordan *et al*., (2018) suggest that FOMO (Fear of Missing Out) is a significant driver in purchasing decisions, as consumers feel compelled to buy products recommended by influencers to avoid missing out on trends or opportunities.

Fear of Missing out (FOMO) refers to the fear of being left out of information or trends, often driving consumers to purchase products in order to feel "connected" or "included" in a particular trend (Przybylski *et al*., 2013). Additionally, FOMO serves as a psychological factor that can mediate the relationship between brand image and beauty influencers. Consequently, the interaction between beauty influencers, brand image, and FOMO creates a cumulative effect that enhances consumer purchase intention toward products.

A study by Abel *et al*., (2016) found that FOMO also influences brand image, as consumers experiencing FOMO tend to associate brands with popularity and current trends. Consumers motivated by a desire to stay updated with beauty trends are more likely to perceive brands recommended by influencers as more relevant and modern. Brand image plays a critical role in increasing purchase intention. According to Das (2014), a positive brand image significantly boosts consumers' buying interest. Wardah, as a leading brand in Indonesia, has established a strong positive image through its emphasis on quality and the values it upholds, such as product halal certification. This positive image influences consumers' purchase intentions by positioning Wardah as a trusted and high-quality skincare brand.

II. LITERATURE REVIEW
1. Marketing Theory
Marketing theory provides a conceptual framework for understanding the process of creating value, communicating, and distributing products or services to meet customer needs and desires. It also emphasizes the importance of understanding the psychological and emotional factors that drive consumer purchasing decisions (Solomon, 2018), enabling companies to design more effective and market-relevant strategies. Key components include brand function, attitudes toward the brand, and brand perception.

2. Consumer Behavior Theory
According to Schiffman and Kanuk (2010), consumer behavior encompasses internal and external processes that influence purchasing decisions, including psychological, social, cultural, and situational factors. Understanding consumer behavior enables companies to develop effective marketing strategies by considering customer motivations, preferences, and behavioral patterns.

3. Beauty Influencers

As described by Kotler and Keller (2016), a celebrity endorser is a figure used in advertisements to strengthen a brand's image in the minds of consumers through their appeal and popularity. Beauty influencers, according to Zohrah and Jusuf (2014), play a critical role in effective communication, supported by three key attributes: trustworthiness, expertise, and attractiveness.

4. FOMO (Fear of Missing Out)

According to Beneke (2019), FOMO is the fear of being left behind, stemming from dependence on social media, social comparison, and an impulsive tendency to make decisions immediately. FOMO often influences consumption behavior, particularly in the digital context, where consumers feel the need to continuously follow trends to avoid missing out on valuable opportunities. Dependence on social media, social comparison, and impulsivity are key indicators of FOMO.

5. Purchase Intention

Kotler and Keller define Purchase Intention as a consumer's behavioral tendency to purchase or choose a product based on their experiences, usage, and desire for the product. According to Ferdinand (2014), Purchase Intention refers to the consumer's desire or interest in buying a product, which is based on evaluative preferences, exploratory interest, and transactional interest in the product.

6. The Framework of Conceptual Research

The conceptual framework represents a depiction of reality that visualizes and forms a theory or idea about the relationship between the variables being studied. The interconnection between the variables used in this research can be illustrated as follows:
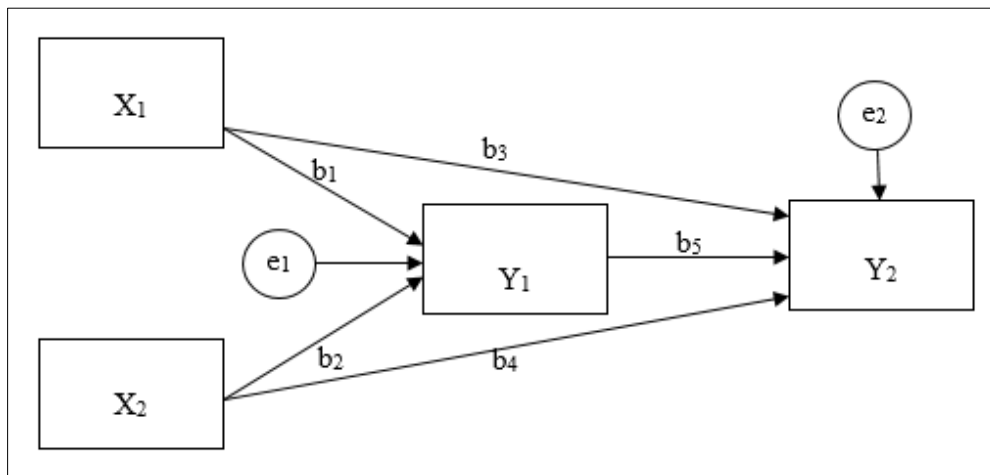
Fig. 1: Conceptual Framework

Table 1

No.	Variables	Indicator
1.	Brand Image (X_1)	Brand Functionality
		Attitude Toward the Brand
		Perception of the Brand
		Trust in the Brand
2.	Beauty Influencer (X_2)	Trustworthiness
		Expertise
		Attractiveness
3.	FOMO (Y_1)	Dependence on Social Media
		Social Media Comparison
		Impulsive Behavioral Tendencies
4.	Purchase Intention(Y)	Exploratory Interest
		Transactional Interest
		Preferential Interest

III. RESEARCH METHODOLOGY

1. Research Design

This study employed a quantitative research design aimed at collecting responses from participants in numerical form. The research utilized a survey method, with data collection carried out through the distribution of questionnaires. There are four research variables, 16 indicators, and a total of 32 items in the instruments used. The primary objective of this study was to investigate the effect of brand image and beauty influencers on purchasing intention of Wardah products, mediated by FOMO. The analysis techniques included descriptive

analysis to create frequency distributions of variables, indicators, and questionnaire items, as well as equation modeling analysis and classical assumption testing. The latter consisted of three types of tests: multicollinearity, heteroscedasticity, and normality. The questionnaire employed a Likert scale with five response options: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

2. Population and Sample

The population for this study consisted of consumers in Malang who have an interest in or are inclined towards Wardah products. The target population excluded consumers who had no experience or previous purchases of Wardah products in Malang. According to Malhotra (2010), the Malhotra formula is used to determine the required sample size for a survey-based study. This formula focuses on the relationship between the number of statement items (m) in the questionnaire and the number of respondents (n) necessary for the results to be reliable and representative. The Malhotra formula (2010) stipulates that the minimum sample size for a survey should be five times the number of items in the questionnaire. In other words, for each item in the

questionnaire, five respondents are needed to ensure that the survey results are valid and generalizable. Mathematically, this formula can be written as:

$n = k \times m$

- **n** = the required number of respondents
- **k** = multiplication factor (5)
- **m** = number of statement items (32)

Thus, $5 \times 32 = 160$ respondents.

The criteria for respondents were as follows:
1. Respondents must reside in Malang and be female.
2. Respondents must be aged between 17 and 40 years.
3. Respondents must be active social media users (such as Instagram, TikTok, YouTube) who have encountered beauty influencers' accounts.

IV. RESEARCH RESULTS

1. Respondent Profile

This study involved a total of 160 respondents. The characteristics of the respondents, categorized by age and gender, are presented in the following tables:

Table 2

No	Age Range	Number of Respondents	Percentage (%)
1	17 to 20 years	23	14%
2	21 to 25 years	45	28%
3	26 to 30 years	42	26%
4	31 to 40 years	50	31%
Total		160	100 %

Based on Table 2, it can be observed that the majority of respondents fall within the age range of 31 to 40 years, accounting for 50 respondents (31%). The second largest group comprises individuals aged 21 to 25

years, with 45 respondents (28%). Respondents aged 26 to 30 years, account for 42 individuals (26%), while the smallest group is comprised of those aged 17 to 20 years, with 23 respondents (14%).

Table 3:

No	Gender	Number of Respondents	Percentage (%)
1	Female	160	100%
2	Male	0	0
Total		160	100 %

As indicated in Table 3, all respondents in the study are female, with a total of 160 respondents (100%).

2. Results of Descriptive Analysis

Primary data were collected using a questionnaire instrument. A total of 160 respondents completed the questionnaires. The researcher performed

data tabulation using the SPSS program and completed the descriptive analysis, validity test, and reliability test. The results of the statistical analysis are presented in Table 4.

Table 4

No.	Variables	Indicator	Mean	r. validity	*Chronbach's Alpha*
1.	*Brand Image* (X₁)	Brand Functionality	4.58	0.000	0.851
		Attitude Toward the Brand	4.48	0.000	
		Perception of the Brand	4.53	0.000	
		Trust in the Brand	4.55	0.000	
Total Brand Image			4.53	0,000	
2.	*Beauty Influencer* (X₂)	*Trustworthiness*	4.69	0.000	0.886
		Expertise	4.68	0.000	

No.	Variables	Indicator	Mean	r. validity	*Chronbach's Alpha*
		Attractiveness	4.64	0.000	
	Total Beauty Influencer		4.67	0,000	
3.	FOMO (Y$_1$)	Dependence on Social Media	4.56	0.000	0.799
		Social Media Comparison	4.58	0.000	
		Impulsive Behavioral Tendencies	4.49	0.000	
	Total FOMO		4.54	0,000	
4.	*Purchase Intention*(Y)	Exploratory Interest	4.52	0.000	0.857
		Transactional Interest	4.71	0.000	
		Preferential Interest	4.74	0.000	
	Total Purchasing intention		4.65	0,000	

The overall brand image of Wardah is rated very positively by the respondents. The brand image of Wardah was examined using the indicators of brand function, attitude toward the brand, impression of the brand, and trust in the brand. The most dominant strengths lie in the Brand Function indicator (4.58) and Trust in the Brand, with a Cronbach's Alpha value of 0.828 and a significance value of 0.000. This reflects the view that Wardah not only meets users' needs but is also trusted and reliable.

Beauty influencers are perceived as having a high level of trustworthiness, expertise in the products, and attractiveness as key indicators. The Trustworthiness indicator received the highest score (4.69), with a Cronbach's Alpha reliability of 0.886 and a significance value of 0.000. This suggests that trust is the most dominant factor in building a positive image of Wardah's influencers.

The tendency toward FOMO is largely determined by the use of social media to follow information, compare products, and make impulsive purchasing decisions. The highest-scoring indicator for the FOMO variable is Social Media Comparison, which scored 4.58, with a Cronbach's Alpha value of 0.799 and a significance value of 0.000. This indicates that the aspect of comparing oneself or one's needs to others is the most dominant factor in reflecting FOMO among the respondents.

Purchase intentions are based on exploratory interest, transactional interest, and preferential interest. The average scores for the Purchase Intention indicators indicate strong agreement among respondents regarding their intention to purchase Wardah products. The preferential interest indicator received the highest score (4.74), showing that the preference for choosing Wardah over other products is the most dominant factor in reflecting purchase intentions. This indicates that Wardah not only attracts respondents to explore its products but also successfully fosters strong purchase loyalty.

The data processing and analysis in this study were carried out using SPSS (Statistical Package for the Social Sciences). The research involved four variables, 13 indicators, and a total of 32 instrument items. Each variable was tested for validity and reliability, and all 32 items were found to be valid, as indicated by the significance value of each item in Table 4 ≤ 0.05. This suggests that the respondents understood the measurements in the questionnaire. The reliability test results demonstrated a high level of reliability, with Cronbach's Alpha values for all indicators exceeding 0.6, confirming that the variables are statistically reliable. Therefore, this research instrument is deemed highly appropriate for conducting the study. The analysis of respondents was based on the average values generated by the indicators and instrument items. The results of the testing are presented in the figure below.

Fig. 1: Analysis Result

Table 5

Independent Variables	Standardized Coefficients		Significant	Description
	βi	Std. Error		
Brand Image (X$_1$)	0,296	0.073	0,000	Significant
Beauty Influencer (X$_2$)	0,284	0.074	0,000	Significant
Brand Image (X$_1$)	0,241	0.106	0,000	Significant
Beauty Influencer (X$_2$)	0,303	0.055	0,000	Significant
FOMO(Y$_1$)	0,259	0.101	0,001	Significant

According to Table 4 above, the equation is expressed as follows:

$$Y2 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + \varepsilon_2.$$

$$Y2 = 0{,}299 X_1 + 0{,}284 X_2 + 0{,}241 X_1 + 0{,}303 X_2 + 0{,}259 Y_1 + e$$

Brand image (X1) has a regression coefficient of 0.296 with a significance level of 0.000, and beauty influencer (X2) has a regression coefficient of 0.284 with a significance level of 0.000. Therefore, these two variables have a significant effect on customer trust. The regression coefficient for brand image (X1) is 0.241 with a significance of 0.000, and the regression coefficient for beauty influencer (X2) is 0.303 with a significance of 0.000. Thus, both variables significantly affect purchasing intention. The FOMO coefficient value is 0.259 with a significance of 0.001, indicating that FOMO has a significant effect on purchasing intention. In summary, beauty influencer has the highest regression coefficient of 0.303 after being mediated by FOMO, and the results are positive. Therefore, the three variables collectively influence customers' purchasing intention.

V. DISCUSSION

The results of this study indicate that Brand Image has a significant effect on purchase intention. According to a study by Johnson *et al*., (2022), consumers are more likely to intend to purchase products from brands that possess a positive image, in terms of quality, reputation, and trust. A strong brand image helps build customer loyalty, increase sales, and foster long-term relationships between the brand and consumers. Wardah products are considered highly effective in fulfilling beauty needs and providing tangible benefits for the skin, with most respondents agreeing that these products contribute to skin health. Additionally, consumers perceive Wardah as a safe and trustworthy brand. The trust dimension regarding the product reveals a high level of confidence in the quality and consistency of Wardah's products, which strengthens customer loyalty and encourages repeat purchases.

The positive image held by Wardah is further supported by the positive attitudes toward the brand, reflected in respondents' inclination to recommend the products to others. Effective management of Brand Image can have a significantly positive impact on consumers' purchase intentions, foster brand loyalty, and support sustainable business growth. By prioritizing the development of a strong brand image, companies can build better relationships with consumers and maintain a competitive position in the market.

Beauty Influencers play a significant role in shaping purchase intentions towards Wardah products on social media. The findings of this study indicate that Wardah influencers are highly trusted by consumers, particularly in terms of trustworthiness. According to Johnson *et al*., (2022) and Patel *et al*., (2023), consumers often rely on recommendations from influencers because they believe influencers possess knowledge, credibility, and experience regarding the products they promote. This instills greater confidence in consumers to purchase products, even without prior knowledge of the brand. The majority of respondents perceive Wardah influencers as reliable and transparent in providing product reviews, with most agreeing that these influencers have in-depth knowledge about the products they endorse. This expertise aspect significantly influences consumers' purchasing decisions, as they feel assured that the information provided is accurate and relevant.

The phenomenon of Fear of Missing Out (FOMO) has a significant impact on consumers' purchase intentions. Respondents' high reliance on social media to stay informed and follow trends plays a pivotal role in this regard. According to Kumar & Singh (2022), FOMO generates a strong psychological urge for consumers to purchase skincare products from well-known influencers to ensure they do not miss out on opportunities to obtain quality products or beauty trends that are popular among social media audiences. This phenomenon drives consumers to buy products seen on social media, even if the products are not essential. FOMO also greatly influences impulsive buying behavior, with consumers more likely to make spontaneous purchases after seeing promotions or trending products on social media. Overall, FOMO encourages consumers to stay connected with the latest trends and accelerates purchasing decisions for products considered to be popular.

The findings of this study indicate that FOMO (Fear of Missing Out) plays a pivotal role as a mediating variable that amplifies the effect of Beauty Influencers on Purchase Intention. According to Riordan *et al*., (2018), FOMO significantly drives consumers' purchasing decisions, as individuals perceive the risk of missing out on trends or exclusive opportunities if they do not promptly acquire products endorsed by

influencers. In this regard, FOMO acts as a key mediator, bridging the influence of beauty influencers with the intention to purchase, thereby accentuating the psychological urge to act upon the perceived scarcity or social validation associated with these products.

VI. CONCLUSION AND RECOMMENDATION

The findings of this study provide compelling evidence that a strong brand image, combined with the effective utilization of beauty influencers and the FOMO (Fear of Missing Out) phenomenon, significantly contributes to the enhancement of consumer purchase intentions. Based on these results, it is recommended that Wardah consider implementing marketing campaigns designed to generate feelings of urgency or exclusivity. For instance, limited-time offers or the promotion of products that are not easily available from other brands could incentivize consumers to make quicker purchase decisions. This sense of scarcity, fueled by FOMO, would encourage consumers to act promptly, driven by the perception that failing to do so would result in missing out on a valuable opportunity. As a result, such strategies could effectively accelerate decision-making processes and, in turn, enhance overall sales performance.

For future research, it is suggested that additional variables be examined to gain a more nuanced understanding of the factors that influence purchase intention. Potential variables such as product quality, price points, and user experience could provide deeper insights into consumer decision-making behavior, allowing for a broader and more comprehensive analysis of the determinants of purchase intention. Furthermore, future studies could expand the scope of their investigations to include a wider range of brands or geographic locations, thereby offering a more generalized view of the relationships between brand image, influencer impact, and consumer behavior across different contexts.

In light of the findings, it is also recommended that University of Merdeka Malang consider place greater emphasis on the study of digital marketing and consumer behavior, particularly within the context of the beauty industry. Such an initiative would better equip students with the knowledge and skills required to navigate the evolving landscape of digital marketing. Additionally, the university should consider increasing its support for research aligned with the latest industry trends for projects that focus on digital marketing strategies and the intricacies of consumer behavior in the contemporary marketplace.

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